

## Ringkasan Eksekutif

Perusahaan All Access Jakarta, dibawah PT. Inter Akses Jakarta, telah sukses menyelenggarakan acara-acara yang dikenal sebagai acara I Love Bazaar Jakarta sejak 2012 sampai saat ini. Untuk bertahan dan selalu berkembang mengikuti perkembangan tren dan zaman, tentu tidak mudah. Tim penulis melakukan pengambilan data primer secara wawancara kepada setiap divisi perusahaan. Kemudian, seluruh data tersebut diperkuat dengan data sekunder yang diambil dari hasil pengamatan dan data perusahaan.

Penulis menemukan beberapa masalah yang terjadi di perusahaan melalui analisis *rich picture* dan kemudian diambil masalah prioritas melalui matrix *importance-urgency*. Masalah prioritas yang didapatkan adalah “Jumlah dan kurasi tenant tidak sesuai”. Setelah itu, masalah prioritas diberi target perbaikan yaitu, “I Love Bazaar Jakarta membawa tenant sesuai kurasi, sebanyak 50% pada event Chinese New Year di By The Sea tahun 2023”, yang akan dicapai dengan mengimplementasi solusi yang paling tepat. Akar penyebab yang didapatkan melalui *interrelation diagram* adalah “kurangnya kejelasan value acara”.

Maka itu, solusi perbaikan yang paling tepat adalah melakukan program “The Movement”, yang merupakan penerapan teori *Event Planning*. Penulis sudah mengimplementasikan solusi, berhasil melakukan event planning dari 3 bulan sebelum acara dimulai dan sampai acara selesai.

## Executive Summary

*All Access Jakarta, under PT. Inter Akses Jakarta, has been successfully organizing events known as the I Love Bazaar Jakarta event since 2012 until now. In order to survive and develop to keep up with the trends and era, is certainly not easy. The author collected primary data by interviewing each division of the company. All the data is then strengthened by secondary data taken from observations and company data.*

*The author found several problems that occurred in the company through rich picture analysis and then prioritized problems through the importance-urgency matrix. The priority problem obtained was "The number and curation of tenants is not appropriate". After that, the priority problem was given an improvement target, namely, "I Love Bazaar Jakarta brings tenants according to curation, as much as 50% at the Chinese New Year event at By The Sea in 2023", which will be achieved by implementing the most appropriate solution. The root cause obtained through the interrelation diagram is "lack of clarity of event value".*

*Therefore, the most appropriate improvement solution is to carry out the "The Movement" program, which is the application of Event Planning theory. The author has implemented the solution, successfully carried out event planning from 3 months before the event started and until the event finished.*